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ABSTRACT

A survey was conducted to determine the extent of Ontario farmers' receipt, use and perception of three publications of the Ontario Department of Agriculture and Food--"Field Crop Recommendations for Ontario," "Guide to Chemical Weed Control" and "Dairy Husbandry in Ontario." A questionnaire was mailed in May 1969 to a two percent random sample (1,936 eligible respondents) of all commercial and non-commercial farmers in Ontario. The response rate was slightly more than 46 percent, or 986 questionnaires. Results showed that: (1) 49 percent received one or more publications; (2) 33 percent received two or more publication while 16 percent received only one; (3) 1/4 of all respondents were unaware of the availability of ODAF publications; (4) age, income and educational level appeared to be related to the number of publications received--(a) as age increased, the number declined; (b) higher income and educational attainment tended to be associated with receipt of more publications; (5) 95-97 percent of those who received at least one indicated it was at least "fairly valuable"; (6) the amount read was not associated with any of the variables; and (7) nearly half of the recipients received publications from an Agricultural Representative rather than through the mail. The questionnaire, characteristics of respondents, and sample representativeness are provided in appendices. (KM)

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FARMERS' USE OF PUBLICATIONS

Report of a survey
of Ontario farmers' receipt and use
of three technical publications
of the Ontario Department
of Agriculture and Food

Extension Education Section
School of Agricultural Economics
& Extension Education
University of Guelph

HC 014 109

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by DONALD J. BLACKBURN, Associate Professor

Extension Education Section, School of Agricultural Economics and Extension Education, University of Guelph

MAY, 1972

SECTION I

SUMMARY OF MAJOR FINDINGS

1. A relatively large proportion of Ontario farmers receive Ontario Department of Agriculture and Food publications. Nearly one-half (49 percent) of the respondents received one or more of the publications "Field Crop Recommendations for Ontario", "Guide to Chemical Weed Control" or "Dairy Husbandry in Ontario".

2. "Field Crop Recommendations for Ontario" and "Guide to Chemical Weed Control" were each received by 39 percent of the farmers while nine percent had received "Dairy Husbandry in Ontario". Respondents who received publications tended to receive more than one (33 percent received two or more publications while 16 percent received only one). However, there is still a large potential audience not being reached directly and they are somewhat different in personal characteristics from current users.

3. One-quarter of all respondents were unaware of the availability of ODAF publications. There is a need for additional methods or efforts to acquaint Ontario farmers with these publications if more widespread receipt is desired and is to be achieved.

4. Age, income and level of formal education were shown to be related to the number of publications received. As age increased, the number of publications received declined. Higher income and higher educational attainment tended to be associated with receipt of more publications. However, these variables did not appear to affect the amount read in the publication.

5. A somewhat smaller proportion of farmers in Eastern Ontario received the publications compared to other regions of Ontario.

6. Most farmers who receive ODAF publications are sufficiently interested to look them over in some detail. Of the respondents who received each publication, a majority (58 percent for "Dairy Husbandry" to 72 percent for "Guide to Chemical Weed Control") indicated that they had received the information for which they were looking.

7. Almost all of the respondents (95-97 percent) who received any one publication indicated that it was at least "fairly valuable" to them.

8. Nearly one-half of the respondents who received "Field Crop Recommendations for Ontario" indicated they read most of it. Readership was not found to be associated with age, education, family income, farm type or size, or other variable investigated in this study.

9. In Ontario, (where there is less than one Agricultural Representative for every 1,000 farmers), a relatively large proportion (nearly one-half) of the farmers who received publications received one or more from an Agricultural Representative. About one-third received publications by direct mail from ODAF.

10. Fifteen percent of the respondents who received one or more of the publications indicated that they would be willing to pay amounts varying up to 75 cents for them, while 10 percent would be willing to pay 75 cents to $1.00, and six percent said they would pay more than $1.00. Many respondents who received publications (45 percent) did not know how much they would be prepared to pay and one-quarter would not be willing to pay anything. Further study in this area may be warranted.

SECTION II

RESEARCH METHODOLOGY

This publication reports data which outline the extent of Ontario farmers' receipt, use and perception of three publications of the Ontario Department of Agriculture and Food.[1] The study was carried out by the Department of Extension Education at the University of Guelph with the cooperation of the Ontario Department of Agriculture and Food.[2]

There are about 104,000 farmers in the Province of Ontario. Approximately two million publications are distributed to them annually by the Department of Agriculture and Food. Most are free of charge. Limited attempts have been made to evaluate the effectiveness of these publications. Answers to such questions as "How many farmers receive any bulletins?", and "How well are they read?", etcetera, are largely unknown. This study was planned to help evaluate and improve the popular publications -- one of the major methods used by extension workers.

The data used in this study were obtained from a questionnaire mailed in May, 1969, to a two percent random sample of all commercial and non-commercial farmers in the Province of Ontario in 1969.[3] The sample was stratified on a county basis.

The sampling procedure yielded a total of 2,068 names. Of these, 132 were found to be non-eligible (17 dead, 35 moved, 22 sold or non-farmers, and 58 retired), resulting in a total of 1,936 eligible respondents. An overall response rate of slightly more than 46 percent was achieved after two follow-up letters, yielding 894 usable questionnaires. Refusals accounted for somewhat less than two percent and the balance (52 percent) did not respond. Appendix C includes data comparing characteristics of respondents with 1966 Dominion Bureau of Statistics data and support the assumption that the sample is relatively representative of the farmers in Ontario.

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[1] These publications were: "Field Crop Recommendations for Ontario", "Guide to Chemical Weed Control" and "Dairy Husbandry in Ontario".

[2] The Department of Extension Education and Department of Agricultural Economics were subsequently merged into a School within the Ontario Agricultural College in July, 1971.

[3] An agricultural holding of one acre or more, with sales of more than $2,500 of products off the farm per year is considered to be a commercial farm.

SECTION III

DETAIL OF MAJOR FINDINGS

This section reports detailed data on the major findings of the study. Initially data are presented on the general receipt, use of and attitudes toward the publications. Secondly, some data are given on the characteristics of respondents who received publications. Lastly, data on the readership of the publication "Field Crop Recommendations" are analyzed.

Receipt, Use of and Attitudes toward the Publications

1. How many respondents received publications? The publications were generally well received as 49 percent of the respondents received one or more of the three publications, as shown in Table 1. Seven percent of the respondents received all three publications.

Table 1: Number and Percentage of Respondents Classified by Number of Publications Received

Number of Publications Received	Number	Percent
None	463	51%
One	142	16
Two	228	26
Three	61	7
Total	894	100%

Data in Table 2 indicate that the most popular publications were "Guide to Chemical Weed Control" and "Field Crop Recommendations". Nine percent (83) of the respondents received the publication "Dairy Husbandry in Ontario" (recognizing that only 28 percent of the sample had dairy enterprises). There is still a large potential audience not being reached directly by publications (although they may be benefactors through receipt of appropriate information from friends and neighbours who did receive ODAF bulletins).

Table 2: Number and Percentage of Respondents Who Received Publications Classified by Publication

Publication	Received		Not Received		Total	
	Number	Percent	Number	Percent	Number	Percent
Field Crop Recommendations for Ontario	349	39%	545	61	894	100%
Guide to Chemical Weed Control	350	39%	544	61	894	100%
Dairy Husbandry in Ontario	83	9%	811	91	894	100%

2. Where did the respondents get the publications? Data in Table 3 indicate that the ODAF County Extension Office was the single most popular source for the publications (one-half of the farmers who received publications received one or more from an Agricultural Representative). Nearly one-third received publications from commercial companies and a similar proportion received them by mail from ODAF.

Table 3: Number and Percentage of Respondents Classified by Source of Publications

Source	Number	Percent
Agricultural Representative	143	33%
Commercial companies	95	22
By mail from ODAF	95	22
From friends or neighbours	8	2
Agricultural Representative plus commercial companies	24	6
Agricultural Representative plus by mail from ODAF	14	4
Agricultural Representative plus friends or neighbours	1	-
Commercial companies plus by mail from ODAF	10	2
Three sources, other source	37	9
Total	427[a]	100%

[a]Of the 431 respondents who received any publication, four did not indicate where these were obtained.

3. How aware of the publications were the respondents? Three-quarters of the respondents who replied to this query indicated that they were aware of the availability of one or more of the publications. However, there is a need for additional methods or efforts to acquaint Ontario farmers with ODAF publications and their availability if more widespread receipt is desired and is to be achieved. Newspapers, television, radio and magazines continue to be good places to announce new or revised publications.

Table 4: Number and Percentage of Respondents Who Were Aware of the Publications

Awareness	Number	Percent
Aware	629	76%
Unaware	196	24
Total	825[a]	100%

[a]Total does not include 69 respondents whose awareness of the publications was not ascertained.

4. How much of the publications was read? The respondents were asked to indicate the amount of the publications that they read. Data in Table 5 indicate that most of the respondents read most of the publication(s) which they received. Less than one in ten of the respondents

Table 5: Respondents' Degree of Readership of Selected Publications

Degree of Readership	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
Most	162	49%	143	44%	38	55%
Some	149	45	155	48	26	38
A bit	21	6	28	8	5	7
Total	332	100%	326	100%	69	100%

who received bulletins indicated that they read only "a bit" of the bulletin.[1] It appears that most farmers who received ODAF publications are sufficiently interested in them to look them over to see if they are worth reading in detail or at least using for reference purposes.

5. How much information was obtained from the publications? Data in Table 6 indicate that the majority of the respondents who received the bulletins felt that they had received the information for which they were looking. Only two percent of the respondents who received the Field Crop Recommendations bulletin did not receive the information they had wanted. For the other two publications, only one percent of the recipients indicated lack of satisfaction with the information obtained. These publications appear to be meeting the perceived needs of farmer-users.

Table 6: Respondents Feeling as to Information Obtained from Publications

Feeling as to Information Obtained	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
Was obtained	224	68%	237	72%	38	58%
Was partly obtained	100	30	88	27	27	41
Was not obtained	5	2	3	1	1	1
Total	329	100%	328	100%	66	100%

6. How valuable were the publications? The respondents who received the publications were asked to indicate the value of the bulletins to them (Table 7). Twenty-five percent of the respondents who received "Field Crop Recommendations" felt that it was extremely valuable. Only five percent felt that it was of little value. Three percent of the respondents indicated that they felt the "Guide to Chemical Weed Control" was of little value while 34 percent indicated that it was extremely valuable. The responses were fairly similar for the publication "Dairy Husbandry in Ontario".

[1] See Table 18 for analytical data regarding readership of "Field Crop Recommendations for Ontario".

Table 7: Respondents Feeling as to Value of the Publications

Feeling as to value	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
Extremely valuable	83	25%	110	34%	17	27%
Fairly valuable	232	70	203	63	45	70
Of little value	17	5	11	3	2	3
Total	332	100%	324	100%	64	100%

7. How easy to read were the publications? Most of the respondents felt that the bulletins were easy to read, as indicated in Table 8. Only one percent of the respondents who received the "Guide to Chemical Weed Control" found it difficult to read. Two percent of the respondents who received the "Dairy Husbandry" bulletin found it difficult to read. Readability level seems appropriate although it should be noted that many respondents recollections may be somewhat hazy particularly if they received the publication several months or so before the survey.

Table 8: Respondents Degree of Ease of Reading of the Bulletins

Degree of Ease	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
Easy	235	71%	205	64%	45	66%
Moderate	96	29	112	35	22	32
Difficult	1	-	5	1	1	2
Total	332	100%	322	100%	68	100%

8. How easy to understand were the publications? Data in Table 9 indicate the degree of ease of understanding of the bulletins by the respondents who received them. Again, most of the recipients considered the publications easy to understand. The percentage of the recipients

who had difficulty in understanding the publications rose from that given for ease of reading. However, fewer of the recipients replied to this question.

Table 9: Respondents Degree of Ease of Understanding of the Bulletins

Degree of Ease	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
Easy	133	62%	109	52%	26	50%
Moderate	77	36	89	43	23	44
Difficult	6	2	10	5	3	6
Total	216	100%	208	100%	52	100%

9. Were the publications of the proper length? Data in Table 10 indicate that the respondents who received the publications generally felt that the length of the publications was about right. Five percent of the recipients of the "Field Crop" bulletin felt that it was too long. For the "Weed Control" and "Dairy Husbandry" bulletins the percentage who felt the publications were too long were six and eight percent respectively. Seven percent of the recipients of the "Field Crop" bulletin and seven percent of the recipients of the "Weed Control" bulletin thought that these bulletins were too short. Only six percent of the recipients of the "Dairy Husbandry" bulletin felt that it was too short.

Table 10: Respondents Feeling as to Length of the Publications

Length	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
Too long	17	5%	18	6%	5	8%
Just right	289	88	283	87	57	86
Too short	23	7	23	7	4	6
Total	329	100%	324	100%	66	100%

10. Did the publications contain the proper detail? The respondents were asked to indicate their feelings as to the amount of

detail in the bulletins. Over half of the recipients of each bulletin felt that the amount of detail was "just right". In all cases over 30 percent of the recipients would have liked to see more detail. Less than five percent of the recipients in each case would have liked to see less detail (Table 11).

Table 11: Respondents Feeling as to Amount of Detail in the Bulletins

Amount of Detail	Publications					
	Field Crop		Weed Control		Dairy Husbandry	
	Number	Percent	Number	Percent	Number	Percent
More needed	100	31%	108	34%	23	38%
Just right	202	63	192	60	34	54
Less needed	9	3	9	3	3	4
Don't know	10	3	9	3	3	4
Total	321	100%	318	100%	63	100%

11. Would the respondents pay an amount for the publications? The respondents were asked to indicate how much, if any, they would be willing to pay for the publications they received. Twenty-four percent indicated that they would not be willing to pay anything for the publications and 45 percent didn't know how much they would be prepared to pay for them. Sixteen percent would be willing to pay over 76 cents (Table 12). Further analyses of these data relating readership, usefulness, etcetera, may prove enlightening. Further research in this area may be warranted.

Table 12: Number and Percentage of Respondents Classified by Price They Would Pay for Publications

Price	Number	Percent
Nothing	91	24%
1-10 cents or postage costs	6	2
11-25 cents	12	3
26-50 cents	34	9
51-75 cents	5	1
76 cents - $1.00	36	10
More than $1.00	24	6
Don't know	167	45
Total	375[a]	100%

[a]Fifty-six respondents' views were not ascertained.

Characteristics of Respondents Who Received Publications

The respondents to this study were classified by the number of publications received and according to certain demographic characteristics.

1. What age were respondents who received publications? The majority of farmers aged 41-50 years received one or more publications as shown in Table 13. A smaller proportion of older respondents received any of the publications.

Table 13: Percentage Distribution of Number of Publications Received by Age Groups

Age Groups	No. of Publications Received				Total	
	None	One	Two	Three	%	No.
Younger than 40	52%	14	26	8	100%	217
41 - 50	41%	18	35	6	100%	233
51 - 60	55%	15	22	8	100%	245
Older than 60	59%	18	18	5	100%	190

2. How much formal education did respondents have? Generally, as the amount of formal education increased there was an increasing receipt of publications (Table 14). This finding supports previous research which showed that people with at least a high school education were more likely to be aware of publications and to have received them (but education makes little difference in whether people read or use the information).[1]

Table 14: Percentage Distribution of Number of Publications Received by Formal Education

Education	No. of Publications Received				Total	
	None	One	Two	Three	%	No.
8 years or less	59%	17	19	5	100%	482
9 - 12 years	42%	17	33	8	100%	281
High school graduates	55%	9	24	12	100%	55
Some college	19%	7	62	12	100%	42

[1] For example, see The Vermont Publication Study, Extension Serv. Circular 536, Federal Extension Service, U.S.D.A., November, 1961.

3. What was the net family income of respondents who received publications? As income increased, receipt of publications tended to increase at least up to and including receipt of two publications (Table 15). However, the majority of publications were received by farmers with incomes of less than $7,000.00 annually.

Table 15: Percentage Distribution of Number of Publications Received by Net Family Income

Net Family Income	No. of Publications Received				Total	
	None	One	Two	Three	%	No.
Less than $3,000	56%	17	20	7	100%	284
$3,000 - $6,999	48%	14	29	9	100%	294
$7,000 - $14,999	46%	18	33	3	100%	181
$15,000 or more	43%	16	37	4	100%	49

4. How large were the farms of respondents who received publications? Data in Table 16 indicate that farmers with larger farms tended to receive more than one publication while those with smaller farms were less likely to do so.

Table 16: Percentage Distribution of Number of Publications Received by Size of Farm

Size of Farm (Acres)	No. of Publications Received				Total	
	None	One	Two	Three	%	No.
1 - 50	71%	12	15	2	100%	148
51 - 100	64%	18	13	5	100%	223
101 - 150	46%	14	34	6	100%	128
151 - 200	39%	18	34	9	100%	142
201 - 250	44%	18	28	10	100%	37
251 - 300	35%	15	37	13	100%	69
301 - 350	50%	21	25	4	100%	24
351 - 400	29%	8	46	17	100%	24
More than 400	24%	15	50	11	100%	54

5. What district or region of Ontario were farmers who received publications more likely to be located? It would appear from data in Table 17 that farmers from Eastern Ontario are least likely to receive any publications. In addition, the lowest proportion of respondents receiving one or two of the publications were found in Eastern Ontario.

Table 17: Percentage Distribution of Number of Publications Received by District of Ontario

District of Ontario	No. of Publications Received				Total	
	None	One	Two	Three	%	No.
Southern	46%	14	35	5	100%	285
Western	54%	17	23	6	100%	278
Central	49%	20	25	6	100%	137
Eastern	60%	12	16	12	100%	147
Northern	49%	20	20	11	100%	46

Readership of the Publication "Field Crop Recommendations"

Thirty-nine percent of the respondents had received a copy of the publication "Field Crop Recommendations for Ontario". Readership of this publication was correlated with a series of demographic characteristics of respondents who indicated they had received it. These data are presented in Table 18. It was found that there was no statistically significant relationship between the amount of the publication read, and age, formal education or net family income. In addition, no significant relationship was found between readership and size of farm, or residence district or region of Ontario. It might be concluded that once this publication is received nearly one-half of the recipients read most of it and the extent to which it is read is not related to the variables with which it was cross-tabulated in these analyses.

TABLE 2

PERCENTAGE OF ONTARIO FARMERS WITHIN VARIOUS DEMOGRAPHIC CATEGORIES BY EXTENT TO WHICH "FIELD CROP RECOMMENDATIONS FOR ONTARIO" WAS READ

Demographic Categories	Amount of Publication Read		Total	
	Most	Some	%	No.
Age: Younger than 40	48%	52	100%	82
41 - 50	49%	51	100%	109
51 - 60	49%	51	100%	85
Older than 60	47%	53	100%	53
Education: 8 yrs. or less	50%	50	100%	140
9 - 12 yrs.	52%	48	100%	130
High School graduates	35%	65	100%	23
Some college	42%	58	100%	31
Method Preference for Learning:				
Regular classes	36%	64	100%	22
Short course or lecture series	43%	57	100%	53
Attend a workshop	40%	60	100%	10
Take a correspondence course	43%	57	100%	14
Consult an Ag. Rep. or Specialist	48%	52	100%	86
Study a book or pamphlets on own	60%	40	100%	40
Read in newspapers or magazines	43%	57	100%	23
Follow a series on T.V.	52%	48	100%	25
Marital Status: Married	48%	52	100%	308
Single, widowed, separated	57%	43	100%	21
Net Family Income: Less than $3,000	48%	52	100%	88
$3,000 - $6,999	53%	47	100%	127
$7,000 - $14,999	41%	59	100%	75
$15,000 or more	46%	54	100%	24
Main Source of Income: Livestock combination	49%	51	100%	171
Crop combination	51%	49	100%	65
Livestock & crop combination	47%	53	100%	66
Non-farm	58%	42	100%	12
Non-farm and farm	45%	55	100%	11
Size of Farm (Acres): 1 - 50	56%	44	100%	25
51 - 100	55%	45	100%	56
101 - 150	43%	57	100%	58
151 - 200	47%	53	100%	66
201 - 250	48%	52	100%	23
251 - 300	53%	47	100%	38
301 - 350	30%	70	100%	10
351 - 400	40%	60	100%	15
More than 400	51%	49	100%	35
Working Status: Full-time	50%	50	100%	248
Part-time	44%	56	100%	77
Commercial Status: Commercial	48%	52	100%	286
Non-commercial	49%	51	100%	37
No. of Meetings Attended: None	52%	48	100%	153
One	45%	55	100%	85
Two or more	48%	52	100%	63
Membership in Organizations: None	54%	46	100%	134
One	47%	53	100%	91
Two or more	42%	58	100%	95
Children's Membership in Junior Farmers: Members	42%	58	100%	33
Non-members	48%	52	100%	254
Children's Membership in 4-H Clubs: Members	47%	53	100%	72
Non-members	47%	53	100%	215
District of Ontario: Southern	46%	54	100%	119
Western	43%	57	100%	97
Central	67%	33	100%	52
Eastern	49%	51	100%	45
Northern	42%	58	100%	19

APPENDIX A

Office No. _____
May, 1969

Department of Extension Education
University of Guelph

Please follow all directions carefully. All replies are confidential.

1. Suppose you wanted to learn more about a subject like farming. If all the methods listed below were available, which method would you most prefer to use to get this extra knowledge? (Please indicate your first choice only).

Attend regular classes ____
Short courses or lecture series ____
Follow a series on T.V. ____
Consult an Ag. Rep. or specialist ____
Read in newspapers or magazines ____
Select or study a book or pamphlets on my own ____
Correspondence course ____
Join a discussion group ____
Private lessons ____
Take part in a workshop ____
Follow a series on radio ____
Other (specify) ____

2. Please indicate which, if any, of the following Ontario Department of Agriculture and Food (O.D.A.F.) bulletins you received during the past 12 months (Please check √)

"Field Crop Recommendations for Ontario" 1968 or 1969 (no. 296) ___
"Guide to Chemical Weed Control" 1968 or 1969 (no. 75) ___
"Dairy Husbandry in Ontario" (no. 519) ___

(If you received none of these, please answer Q. 3 then skip to Q. 17)

3. Were you aware that these bulletins were available?

Yes ___ Knew about some of them ___ No ___

4. From whom did you receive the bulletin(s) which you indicated (Please check √)

From the Agricultural Representative ____
From commercial companies ____
By mail from the Ontario Department of Agriculture and Food ____
From neighbours or friends ____
Others (specify) _____ ____

NOTE: In the following questions from Q. 5 to Q. 15, please answer only for the bulletin(s) listed which you received

5. Do you still have copies of any of these bulletins?	Yes	No	Don't know
"Field Crop Recommendations" (1968 or 1969)	___	___	___
"Guide to Chemical Weed Control"	___	___	___
"Dairy Husbandry"	___	___	___

6. Did you happen to read any of the bulletin(s) or not?	Yes	No	Don't remember
"Field Crop Recommendations"	___	___	___
"Guide to Chemical Weed Control"	___	___	___
"Dairy Husbandry"	___	___	___

7. If you did not read any of them, could you state why?

_____

(If you did not read any of these bulletins, skip to Q. 17)

8. How much of the bulletin(s) did you read?

	Most of the bulletin	Some of the bulletin	A bit of the bulletin	None
"Field Crop Recommendations"	___	___	___	___
"Guide to Chemical Weed Control"	___	___	___	___
"Dairy Husbandry"	___	___	___	___

9. Did you get the information you wanted from the bulletin(s)?

	Yes	Partly	No	Don't know
"Field Crop Recommendations"	___	___	___	___
"Guide to Chemical Weed Control"	___	___	___	___
"Dairy Husbandry"	___	___	___	___

10. How valuable did you find the bulletin(s)?

	Extremely valuable	Fairly valuable	Of little value	Of no value
"Field Crop Recommendations"	___	___	___	___
"Guide to Chemical Weed Control"	___	___	___	___
"Dairy Husbandry"	___	___	___	___

11. Before you received the bulletin(s), how well did you already know the information it (they) contained?

	Knew Most	Some	A Bit	Knew none	Don't know
"Field Crop Recommendations"	___	___	___	___	___
"Guide to Chemical Weed Control"	___	___	___	___	___
"Dairy Husbandry"	___	___	___	___	___

12. How easy was the bulletin(s) to read and understand?

	Reading			Understanding		
	Easy	Moderate	Difficult	Easy	Moderate	Difficult
"Field Crop Recommendations"	___	___	___	___	___	___
"Guide to Chemical Weed Control"	___	___	___	___	___	___
"Dairy Husbandry"	___	___	___	___	___	___

13. Was the bulletin(s) too long to read, about right, too short?

	Too long	About right	Too short
"Field Crop Recommendations"	___	___	___
"Guide to Chemical Weed Control"	___	___	___
"Dairy Husbandry"	___	___	___

14. Would you like to see more detail or less in the bulletin(s)?

	More detail	About right	Less detail	Don't know
"Field Crop Recommendations"	___	___	___	___
"Guide to Chemical Weed Control"	___	___	___	___
"Dairy Husbandry"	___	___	___	___

15. What other changes would you suggest in the bulletin(s)?

_____

_____

16. If, for some reason, a charge had to be made, what do you think would be a reasonable price to pay for any one of these bulletins?
(Please specify) _____ Nothing _____ Don't know _____

17. Have you received copies of any other Ontario Department of Agriculture and Food (O.D.A.F.) bulletins during the past 12 months? (Please check ✓)

Yes _____ Don't remember _____ No _____

If "yes", list the other bulletins you received: (If "don't remember" or "no" skip to Q. 18).

_____

_____

_____

_____

18. NOTE: Answer this question only if you got no bulletins from the Ontario Department of Agriculture and Food during the past year:

Were there any particular reasons why you did not get any bulletins from O.D.A.F.? _____

_____

Now we have a few background questions to help us interpret the results of this study.

19. In what year were you born? 19 ___

20. In which county were you born? _____
(If you were not born in Ontario, please state which province of Canada or country).

21. Where were you mainly brought up?

Farm _____
Small town or village (under 1,000 people) _____
Large town or small city (1,000–10,000) _____
Other city _____

22. What is the highest grade at school or year of college you finished? _____

23. What diplomas, certificates or degrees do you have, if any? _____

24. Did you attend any field days, meetings, short courses or other activities organized by the Ag. Rep. during the past year or so?

Yes _____ No _____ Don't know _____

If yes, please list those you remember: _____

_____

25. Do you belong to any organizations, associations or clubs, such as the Ontario Soil & Crop Improvement Association, Breed Associations, Junior Farmers, Service Clubs etc.?

Yes _____ No _____
(If yes, please list below) (If no, please go to Q. 26)

_____

_____

26. Are you married or single?

Married _____ Divorced _____ Single _____
Widowed _____ Separated _____ (If single, go to Q. 30)

27. How many children, if any, do you have? _____ (If none, go to Q. 30)

28. To which, if any, of the following groups or clubs do your children now belong?

Junior Farmers _____ 4-H _____ Church groups _____ Other _____ None _____
(specify)

29. Are any of your children now working with you on the farm on a full-time basis?

Yes _____ No _____

30. How many acres do you farm? _____ acres

31. Do you own all your land, rent it, or own some and rent some?

Own _____ Rent _____ Own & rent _____ Other _____
(specify)

32. What is your main source of income:

Grain _____ Beef _____ Dairy _____ Swine _____ Tobacco _____ Other _____
(specify)

33. Please indicate which enterprises you have in your farm operation this year:

Grain ..... (Number of acres _____)
Tobacco ..... (Number of acres _____)
Truck crops _____ (specify) (Number of acres _____)
Beef cattle ..... (Number of head _____)
Dairy cattle ..... (Number of milk cows _____)
Swine ..... (Number _____)
Poultry ..... (Number _____)
Other _____ (specify) (Amount _____)

34. What was the gross value of products sold off your farm during the past 12 months?

Less than $2,500 _____ More than $2,500 _____

35. How many years have you been farming? _____

36. Do you work full-time or part-time on the farm? Full-time _____ Part-time _____

37. About what percentage of your family income comes from the farm? _____

38. What was your approximate net family income during the past year? (Please check ✓)

Less than $1,000 ___	$3,000 - $4,999 ___	$ 9,000 - $10,999 ___
$1,000 - $1,999 ___	$5,000 - $6,999 ___	$11,000 - $14,999 ___
$2,000 - $2,999 ___	$7,000 - $8,999 ___	$15,000 - $19,999 ___
		More than $20,000

THANK YOU VERY MUCH FOR YOUR ASSISTANCE

APPENDIX B

Characteristics of the Respondents

This appendix reports data on some of the background characteristics of all the farmers surveyed in this study. Information is given on such characteristics as marital status, education, size of the community where reared, number of years in farming, membership in organizations, etc. Percentage data are based on the number of respondents who responded to any given question. Additional descriptive data are presented in Appendix C.

Marital Status. -- Data in Table B1 indicate that the vast majority (89 percent) of the respondents were married at the time of the survey. Seventy-five of the respondents (eight percent) were single. Less than three percent of the respondents were widowed, separated or divorced.

Table B1: Respondents Classified by Marital Status

Marital Status	Number	Percent
Married	788	89%
Single	75	8
Divorced	0	0
Separated	5	1
Widowed	16	2
Total	884[a]	100%

[a]The marital status of 10 respondents was not ascertained.

Formal Education.-- Over one-half of the respondents had Grade 8 or less education. The data in Table B2 also show that just over one-quarter of the respondents had some high school but had not graduated while only two percent had graduated from college.

Table B2: Respondents Classified by Formal Education

Education	Number	Percent
Grade 8 or less	482	56%
Grade 9-12 but not graduated	247	29
Grade 13 graduate	32	4
Vocational training (with or without high school)	38	4
Some college or college diploma	45	5
College degree	16	2
Total	860[a]	100%

[a]Does not include 34 respondents who did not respond to this question.

County of Birth.-- Information in Table B3 indicates that one-half of the respondents were born in the same county in which they now reside. Twenty-seven percent were born in another Ontario county and about 18 percent of the respondents were born outside of Canada.

Table B3: Respondents Classified by County or Country of Birth

County or Country	Number	Percent
Same as now resident in	401	50%
Different Ontario County	215	27
Western Province (B.C., Alta., Sask., Man.)	22	3
Quebec & Maritimes	12	2
U.S.A.	10	1
Great Britain	26	3
Other European	114	14
Other Country	0	0
Total	800[a]	100%

[a]Total does not include 94 respondents who did not answer this question.

Community Where Reared.-- Data in Table B4 indicate the size of the community in which the respondent was mainly reared. The majority (86 percent) were reared on farms with approximately eight percent coming from cities or large towns.

Table B4: Respondents Classified by Size of Community in Which Respondents Were Mainly Reared

Size of Community	Number	Percent
Farm	708	86%
Small town or village	49	6
Large town, small city	26	3
Other city	36	5
Total	819[a]	100%

[a]Total does not include 75 respondents for whom this information was not ascertained.

Number of Years in Farming.-- As data in Table B5 indicate, over half of the respondents (58 percent) had been in farming over 21 years. Only four percent had been farmers for less than five years.

Table B5: Respondents Classified by Number of Years in Farming

Number of Years	Number	Percent
Less than 5	37	4%
5 - 10	130	16
11 - 15	79	9
16 - 20	106	13
21 - 30	196	24
31 - 40	143	17
41 - 50	97	12
50 and over	45	5
Total	833[a]	100%

[a]Total does not include 61 respondents who did not reply

Tenure on Farms.-- Data in Table B6 indicate that 75 percent of the respondents own their land. Twenty-three percent of the respondents own some and rent some land. Less than two percent rent all of the land which they operate.

Table B6: Respondents Classified by Land Tenure

Type of Tenure	Number	Percent
Own all land	645	75%
Rent all land	15	2
Own and rent	194	23
Total	854[a]	100%

[a]Total does not include 40 respondents who either did not answer the question or who replied in the "other" category.

Number of Acres Farmed.-- Over half of the respondents (58 percent), as shown in Table B7, have farms with less than 150 acres with the largest group in the 51-100 acre category. There were a relatively small number of farms between 300 - 400 acres in size.

Table B7: Respondents Classified by Number of Acres Farmed

No. of Acres	Number	Percent
0 - 50	148	17%
51 - 100	222	26
101 - 150	128	15
151 - 200	142	16
201 - 250	57	6
251 - 300	69	8
301 - 350	24	3
351 - 400	24	3
Over 400	54	6
Total	868[a]	100%

[a]Total does not include 26 respondents who did not indicate acreage.

Type of Farm Operation.-- The respondents were asked to indicate the types of farm operations that they had. Data in Table B8 indicate that over one-half of the respondents (52 percent) were engaged in some type of grain enterprise. Thirty-two percent of the respondents had some beef and 28 percent had dairy enterprises. Less than two percent of the respondents had sheep. Three percent had a tobacco enterprise. Since more than one type of enterprise could be

engaged in by any one respondent, the total in the table exceeds 100 percent.

Table B8: Respondents Classified by Various Types of Farm Enterprise

Type of Farm Enterprise	Number	Percent
Grain	465	52%
Beef	287	32%
Dairy	249	28%
Swine	169	19%
Poultry	149	17%
Truck Crops	68	8%
Tobacco	28	3%
Fruit	26	3%
Sheep	14	2%

Note: Percentages calculated on basis of 894 respondents.

Membership in Organizations, Associations or Clubs.-- Six out of ten respondents did not belong to any organizations or clubs as indicated in Table B9.

Table B9: Respondents Classified by Membership Status in Organizations, Associations or Clubs

Membership Status	Number	Percent
Do belong	330	39%
Do not belong	522	61
Total	852[a]	100%

[a]Does not include 42 respondents who did not answer this question

Of those that did belong, (39 percent) the most popular type of club or organization appeared to be various Breeders' Associations as shown in Table B10. The Ontario Soil and Crop Improvement Association was also relatively popular among the respondents. Data in Table B11 show the distribution of membership status by number of organizations.

Table B10: Respondents Who Indicated Membership in One or More Organizations

Type of Organization	Number	Percent
Breeders' Association	163	49%
Ontario Soil & Crop Improvement	132	40%
Beef Improvement Association	33	10%
Service Clubs	31	9%
Ontario Farmers' Federation	18	5%
Ontario Farmers' Union	16	5%
Hog Producers' Association	11	3%
Junior Farmers	9	3%
4-H	7	2%
Seed Growers Association	3	1%
Church Groups	3	1%
Others	57	17%

Note: Respondents included in any one category may also be included in one or more of the other categories. Percentage data are based on total of 330 respondents who indicated belonging to an organization of some kind (Table B9).

Table B11: Respondents Classified by Membership in Organizations by Number of Organizations

Number of Organizations	Number	Percent
0	522	62%
1	185	22
2	91	11
3	26	3
4 or more	22	2
Total	846[a]	100%

[a]Does not include 42 respondents who did not complete this question and six whose responses were incomplete.

Attendance at Field Days or Other Activities.-- Data in Table B12 indicate that over two-thirds (70 percent) of the respondents did not attend any activities organized by their Agricultural Representative. Almost 29 percent of the respondents attended at least one of the various organized activities during the previous year.

Table B12: Respondents Classified by Attendance at Activities Organized by Their Agricultural Representative

Attendance	Number	Percent
Did attend	256	29%
Did not attend	606	70
Don't know	5	1
Total	867[a]	100%

[a]Total does not include 27 respondents who did not answer this question.

APPENDIX C

Sample Representativeness

This section includes data from the Dominion Bureau of Statistics 1966 census on personal and other demographic characteristics (age, tenure system, size of farm, commercial status) of Ontario farmers, and compares these with the sample data obtained for this study. The distribution of these four characteristics in both the sample and the 1966 census were very similar, which might support the assumption that the sample represented the population.

Age.-- Data in Table C1 show the frequency and percentage distribution of age in the sample and the 1966 census of Ontario farmers. The observed differences between the sample and the census results were very slight.

Table C1: Frequency and Percentage Distribution of Respondents by Age Based on the 1966 Dominion Bureau of Statistics Census and 1969 Sample

Age	1969 Sample		1966 DBS Census	
	Number	Percent	Number	Percent
Less than 25	11	1%	1,865	2%
25 - 34	92	11	13,037	11
35 - 44	198	22	25,442	23
45 - 54	244	27	29,199	27
55 - 59	127	14	13,380	12
60 and over	213	25	26,964	25
Total	885[a]	100%	109,887	100%

[a]The age of nine respondents was not ascertained.

Tenure System.-- Table C2 contains the frequency and percentage distribution of tenure system in the sample and the 1966 census. The difference in the category of "own and rent" might be explained by the existing trend of marginal farmers leasing their land to more progressive neighbours.

Table C2: Frequency and Percentage Distribution of Respondents by Tenure System Based on the 1966 Dominion Bureau of Statistics and 1969 Sample

Tenure System	1969 Sample		1966 DBS Census	
	Number	Percent	Number	Percent
Owned	652[a]	75%	86,380	79%
Rented	17	2	4,594	4
Owned and Rented	200	23	18,913	17
Total	869[b]	100%	109,887	100%

[a]Includes seven share-croppers

[b]Excludes nine respondents who did not farm, lease or own land, and 16 respondents whose tenure was not ascertained.

Size of Farm.-- Table C3 shows distribution of farm size in the sample and the 1966 census. The slight variation in farm size might be explained by the trend towards increasing farm size by consolidation of less-productive units with well-established farms.

Table C3: Frequency and Percentage Distribution of Respondents by Size of Farm Based on the 1966 Dominion Bureau of Statistics Census and 1969 Sample

Farm Size (acres)	1969 Sample		1966 DBS Census	
	Number	Percent	Number	Percent
Less than 240	684	79%	88,761	81%
240 - 399	130	15	14,683	13
More than 400	54	6	6,443	6
Total	868[a]	100%	109,887	100%

[a]Seventeen respondents did not indicate size of their farm, nine respondents had no land.

Commercial Status.-- Commercial farms were defined as farms that reported $2,500 or more income from the sale of agricultural products during the past year.[1] The commercial status of every respondent was known prior to sending out the questionnaires, but respondents were

[1]Definition used as from 1966 by Dominion Bureau of Statistics, Bulletin A-204, September 1967.

asked to indicate their status on the questionnaire; it was hoped that this would present to some degree an additional means of checking on the validity of respondents' answers in general. The results are presented in Table C4 showing the representativeness of the original sample drawn, and the close similarity between the Dominion Bureau of Statistics census classification of respondents and their own indicated classification.

The difference between the original sample drawn (or the Dominion Bureau of Statistics census of all Ontario farmers) and the respondents might be explained on the basis that commercial farmers are more likely to answer and return the questionnaires than non-commercial.

Table C4: Frequency and Percentage Distribution of Respondents by Commercial Status Based on the 1966 Dominion Bureau of Statistics Census and 1969 Sample

	Commercial Status				Total	
	Commercial Farmer		Non-Commercial Farmer			
	No.	%	No.	%	No.	%
Total Ontario farmers[a]	70,724	64%	39,163	36%	109,887	100%
Sample[b] drawn	1,354	65%	714	35%	2,068	100%
Returned[c] questionnaires	653	73%	237	27%	890[d]	100%
Returned questionnaires[e]	615	74%	213	26%	828[f]	100%

[a] From DBS Census 1966

[b] Original sample drawn from up-dated DBS statistics (1969)

[c] Status of respondents as given by DBS up-dated statistics (1969)

[d] Status of four respondents not determined

[e] Status as given by respondents in questionnaire

[f] Sixty-six respondents did not indicate their commercial status.

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